

BIENNIAL MEMBER ENGAGEMENT GUIDE

‘REDEFINING TOMORROW’S OPPORTUNITY TODAY’



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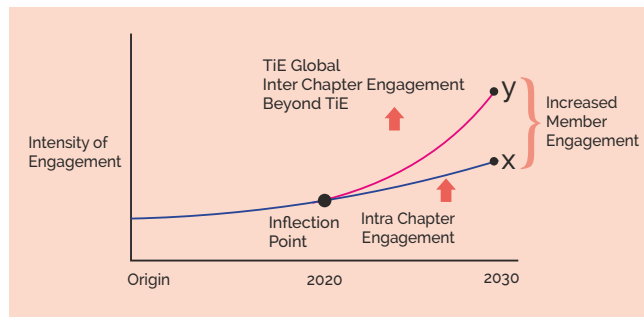
THE FUTURE COURSE...



Dear Member,

Like most of you, I have been associated with TiE for a long time and have seen this wonderful organisation grow beyond geographical and sectoral boundaries on a strong foundation laid by our visionary leaders who have up-scaled TiE beyond expectations in less than three decades.

TiE Rajasthan came into existence in year 2002 and it as young as it can be and has the potential to be ever more vibrant and a diversified organisation. When I look ahead, I think that TiE Rajasthan is at it's inflection point. If it continues to do what it has done very well in the past and keeps reinventing itself with new initiatives and programmes and with the support of its membership base, I believe it will reach a certain point "X" in the future. But, if it intensifies it's engagement and multiplies it's involvement, like some endeavours in the recent past then I think it has the potential to reach a point "Y" in the future.



I feel grateful and honoured to have

led TiE Rajasthan to this inflection point and I have no doubt in my mind that new leadership over the next decade will find its own ways and strive to get to Point "Y". With a deep analysis of data points generated through our activities and programmes in the past few years, I am convinced that 'Increased Member Engagement' across TiE and associated platforms is the key for TiE to grow exponentially in the coming decades.

DIRECTION (Origin and Destination)

The 'Member Engagement Collection' is a comprehensive document encapsulating each and every bit of concise information on activities of TiE Rajasthan, TiE Global, Inter & Chapter collaboration and our initiatives Beyond TiE Boundaries. This document also defines the Collaboration Framework for our Members to engage much deeper with TiE and contribute to a greater extent. The world today is connected more than ever and possibility of virtual meetings, events and networking options has opened up new avenues of interacting with like-minded people across the board. TiE has come up with novel ideas of connecting with members as also to facilitate enhanced interaction within stakeholders.

In my view, there is no better time than today to contribute more and grow together with TiE. I am signing off to a better future.

Chirag Patel

President 2019-20
TiE Rajasthan

President's Message

Intra (Within) Chapter

Within TiE Rajasthan Members

To know about these programmes and for any assistance & guidance the Go To Charter Members are:

Chirag Patel - patelchiragm67@gmail.com

Sheenu Jhavar - sheenujhavar@yahoo.com

Manuj Goyal - manuj@pinkcityindia.com

Sharvik Shah - sharvik@rajeshmotors.com

Ravi Modani - ravi.modani@121finance.com

1) Knowledge Platforms

A) Knowledge Sessions

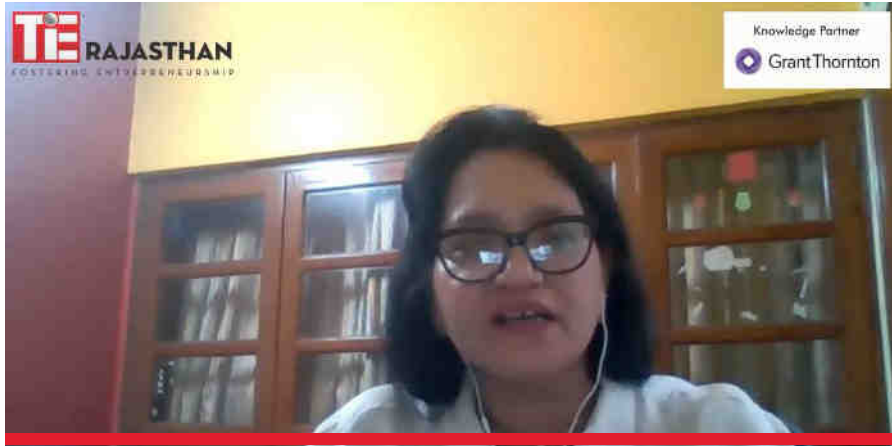
Domain, Industry or Business Function specific informative sessions with external experts for all Members.



Inspirational Talk
Mr. Manish Chandra, Poshmark



Leveraging People Practices for Growth
Mr. Kevin Dias, ShareYourHR



MSME Mettle
Ms. Leena Madhok, Grant Thornton

B) Roundtables

A unique format for Members to interact, learn and network with each other. The format explores expertise of TIE Members and encourages peer-to-peer learning.



Digital Innovations & Transformation by TIE Members – Kailash Gupta, Prateek Jain, Nitin Walia, Sanjay Goel and Shipra Bhutani
Moderator – Chirag Patel



Roundtable Discussion on Taxation
Mr. Yash Dhadda, Senior Partner in Dhadda & Co.

C) Virtual Knowledge Sessions

At the onset of complete lockdown caused by COVID-19, TiE Rajasthan conceptualised series of virtual sessions to keep members engaged (Brainstorming Session Series) and to utilise this as an opportunity to bring external experts to member's doorsteps (Focus Session Series).



Covid Confidence

Dr. Sudhir Bhandari, Principal & Controller, SMS Medical College & Hospital, Jaipur

2) Mentoring Platforms

Mentoring is core to TiE, to contribute towards building a strong startup ecosystem. TiE Members engage with startup founders for group as well as one on one mentoring. Various programmes being run by TiE solely and in strategic partnerships with ecosystem players help and guide about 500+ startups each year.

A) Entrepreneurship Education



TiENxt is a special initiative of TiE Rajasthan for children of TiE Members or kids in their network in the age group of 13 - 21 years. The programme is aimed at early exploration and understanding of entrepreneurship concepts by these young minds.



Factory visit to FRUBON
Rohit Verma, Director, Dev Milk Foods Pvt. Ltd.

B) Women Entrepreneurship

Adopting the global mandate of embracing and empowering women entrepreneurs, TiE Rajasthan has taken the agenda to the next level with some novel home grown initiatives as well.



TiE EmpowHER is TiE Rajasthan's exclusive programme for Women Entrepreneurs based out of Rajasthan. Created, supported and delivered by experts the programme aims to back women entrepreneurs and bring women led businesses in early / revenue stage to the next level with multifaceted programmatic interventions.

The program intends to ensure Women Founders' long term engagement with TiE and channelize mentors, domain experts, business linkages and investor connects into their way. The program would also provide an opportunity to win Equity Free Prizes and access to the national network of investors.

C) Mentoring Education

It is the readiness of TiE Members to help others as mentors and advisors that acts as a stimulant to our activities and creates value for start-ups and founders. At the same time, the onus of keeping our members updated with latest mentoring approaches and polishing their mentoring skills is on TiE.

TiE Rajasthan conducts Mentoring the Mentor sessions titled '**Mentor Live!**' and has been able to create a pool of 50+ TiE Mentors who are now supporting idea – early – revenue stage startups through various programmes.



Abhishek Pareek



Aditya Sanghi



Amit Kumar Jain



Anil Agrawal



Anirudh Kala



Apra Kuchhal



Archana Surana



Arvind Modi



Atul Kapur



Ashim Bhasin



Chintan Bakshi



Chirag Patel



Dhiraj Vijayvargia



Girish Gupta



Hemant Chauhan



Kailash Gupta



Kapil Goyal



Kshitij Jain



Madhup Bansal



Mahavir Sharma



Manuj Goyal



ML Gupta



Munesh Jadoun



Nishant Jain



Nivedita Sarda



Piyush Poddar



Puneet Mittal



Pushpendra K. Choudhary



Raj Bagri



Rajeev Lakhota



Rajesh Singh



Rajneesh Bhandari



Rajneesh Singhvi



Rupesh Tambi



Ravi Poddar



Ravi Modani



Sai Purna



Sandeep Kumar Jain



Sanjay Goel



Sanjay Phophaliya



Sharvik Shah



Shekhar Gattani



Shrishail Rana



Sheenu Jhawar



Siddharth Agrawal



Smriti Tripathi



Vijay Agarwal



Vivek Lodha



Vikram Ahuja



Vikram Golcha



Viresh Marda

D) Partnered Mentoring Programmes

TiE Rajasthan has signed strategic partnerships with prominent institutions and incubators like Startup Oasis, Atal Incubation Centre-Banasthali Vidyapith, Catalyst-Atal Incubation Centre. Many more organisations have shown interest and come forward to join hands with TiE Rajasthan to build a collaborative ecosystem and undertake joint incubation and mentoring programmes leading to startup building, growth and funding.

Some of the notable programmes being jointly run by TiE Rajasthan and our partners are Innocity, Her&Now, The Craft Catapult, WING, WE elevate, WOMENPreneur, WE Invest, Inclusive Tech programme etc.



3) Networking Platforms

1) TiE Retreats

TiE Retreats are complete package of fun, networking and learning. A joyous way of celebrating togetherness and bonding with fellow Members and their families, TiE Retreats are organised at exquisite locations. Apart from music, gala dinners and fun activities retreats also host extraordinary speakers for thematic learning sessions.



AM Retreat 2019, Regenta Resort Vanya Mahal, Ranthambore

2) TiE Townhall

Townhall is an aperture to look at and introspect into the past one year activities and set vision for the succeeding year. Members get an update on various TiE activities and are recognised as 'TiE Stars' for their round-the-year contribution and participation in TiE initiatives during this annual get-together of TiE Rajasthan.



3) Networking Dinners

A perfect format for socialising with like-minded entrepreneurs, meeting new fellow TiE Members and exploring fresh business relations in a light and casual setup over dinner. Members get ample time and opportunity to express their views and opinions with fellow Members.



4) Thought Leadership

TiE Taskforces

TiE Taskforces have been set up with an emphasis on the sectoral clusters identified through a survey conducted with TiE Members with an objective to organise ourselves to identify industries of the future relevant to Rajasthan and create permanent indelible impact on startup ecosystem in the state.

- Arts to Heritage to Hospitality
- Smart and Intelligent Manufacturing
- Agritech to Food & Food Services to Well-being



Arts to Heritage to Hospitality



Smart and Intelligent
Manufacturing



Agritech to Food & Food
Services to Well being



Manuj
Goyal



Atul
Kapur



Basant
Khaitan



Praveen
Maheshwari



Raj
Bagri



Rajeev
Lakhotia

Programme Chair, Chirag Patel

5) Flagship Programmes



A) Bank on Basics

Realising that 'Social Impact' is a concept we should invest. This year we launched BANK on BASICS, a virtual session series aimed at creating much desired awareness around Innovative Impact Startups and presenting them as preferred investment alternative to angels and VCs in tier-II, tier-III cities and specially in ecosystems like Rajasthan.



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**WE SHOULD ALWAYS
REMEMBER THAT
RELEVANCE COMES
AHEAD OF
INNOVATION IN
IMPACT FRAMEWORK.**

DR. DESH DESHPANDE

Lead Speaker: Dr. Desh Deshpande, TiE Boston
Moderators: Mr. Mahavir Sharma and Mr. Chirag Patel



B) Smash Up

The flagship event of TiE Rajasthan attracts participation of over 300 entrepreneurs and investors each year. It's unique Un-conference format allows free flow of ideas and helps budding entrepreneurs to open-up and speak-up. On one hand, startup founders get to present their ideas to serious investors and TiE Mentors in cautiously designed Deep Dating sessions and on the other hand successful founders share insights and useful tips in thematic sessions with aspiring entrepreneurs. Smasher Pitches and Awards encourage local startups to participate, pitch and present their business plans to Jury panel of experts and investors. The annual event presents multiple avenues for TiE Members to participate and contribute.



Programme Leads: Sharvik Shah, Ravi Modani, Ashish Kanodia, Puneet Mittal, Sanjay Yadav
 Programme Mentors: Rajneesh Bhandari, Mahavir Sharma, Siddharth Agrawal
 Moderator: Chirag Patel

6) Communication Platforms

ConneCTiE

A) ConneCTiE Newsletter

The quarterly newsletter of TiE Rajasthan encompasses updates on TiE events, programmes, new members, leadership transitions, new partnerships, TiE Global activities and upcoming initiatives of your chapter. Members get an opportunity to share news about awards conferred to them, their new ventures and their entrepreneurial thoughts that are beneficial inter-alia.

B) TiE WhatsApp Group

Turn on the notifications to get regular updates not only from TiE but also from fellow members. TiE WhatsApp group is an easy to access repository and ready reckoner of TiE activities and entrepreneurial updates of the ecosystem. House rules help keep the groups clean of personal promotion and spamming.

TiE Global

With TiE Global and Global Members

To know about these programmes and for any Assistance & Guidance the Go To Charter Members are:

Mahavir Pratap Sharma - mahavir@tie.org

Chirag Patel - patelchiragm67@gmail.com

Ravi Modani - ravi.modani@121finance.com

Rajneesh Bhandari - rajneesh5555@gmail.com

1) Collaboration

A) TiE Global is running many flagship programmes that have become stronger with collaborative participation from across the Chapters. Simultaneously new thematic programmes are also being launched. TiE Young Entrepreneurs (TYE) had 23 Chapters and 400+ students' teams, TiE Women has 25 Chapters and 2000+ applicants. TiE University had 15 Chapters and about 75 teams from Universities across the globe.

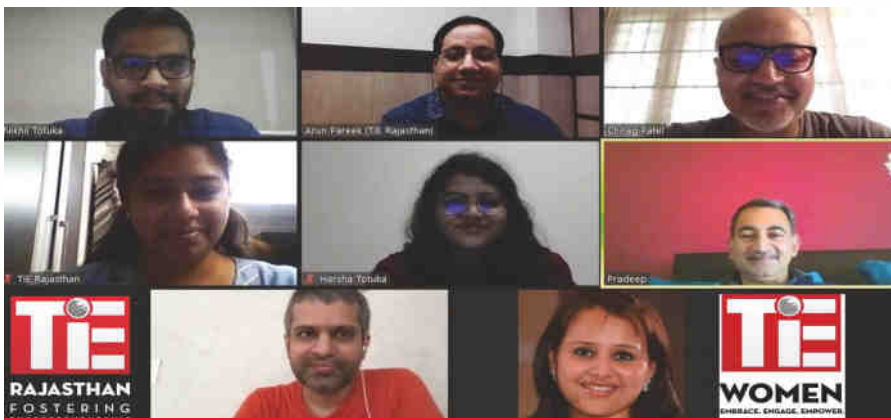


TiE Global Leadership's visit to TiE Rajasthan in 2019
Mr. Nitin Rai, TiE Global Chair and Mr. Vijay Menon, Executive Director, TiE Global



B) TiE Women is an exclusive Global Programme for women entrepreneurs being run in 25+ TiE Chapters. The very first edition being conducted in year 2020 will culminate in a Global Pitch Competition in Dubai.

40+ TiE Rajasthan Mentors helped 45+ Women led startups scale up through this program at the Chapter Level.



Programme Chair: Ms. Sheenu Jhavar
Global Lead: Mr. Mahavir Sharma

C) Accelerator Workshop for TiE Women

TiE Rajasthan hosted a two day Accelerator Workshop for India and APAC Chapters' Runner-ups of TiE Women in December 2020 at Jaipur. Senior Charter Members of TiE Rajasthan interacted with the participants over this two day workshop.



Programme Lead: Mahavir Sharma
Programme Mentors: Chirag Patel, Rajneesh Bhandari, Ajay Data, Manuj Goyal, Rajesh Mundra

3) Funding



TiE Angels program

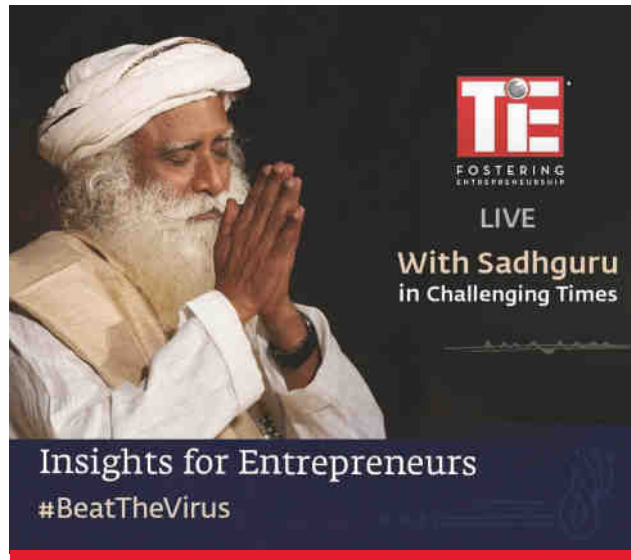
TiE India Angels (TIA) is a pan-India Angel Network that intends to provide idea/early stage capital focussing on nurturing and mentoring new generation entrepreneurs. With TIA entrepreneurs will be able to Leverage a global investor and funding base, Gain insight and feedback from a diverse investor group, Access network of mentors and advisers with industry-specific expertise and connections and Access to global markets through the member network across the globe.

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3) Knowledge Sessions

TiE Virtual Events

Most Chapter events are freely accessible for TiE Members now. A weekly calendar communication of all virtual events is being compiled and sent to all Members by TiE Global since March' 2020.



4) Networking Platforms

A) TiE Global Summit (TGS)

TiE Rajasthan designated Chapter Champions in form of Chirag Patel, Ravi Modani, Sharvik Shah and Sheenu Jhawar to coordinate and collaborate with TiE Global team for TGS organised virtually from 8th to 10th of December 2020. TiE Rajasthan supported this most prestigious global entrepreneurial event for entrepreneurs by nominating Marquee Speakers, Experienced Mentors, Active Investors and Promising Startups from Rajasthan.



5) Upcoming initiatives by TiE Global

TiE Access: A program to work and invest in entrepreneurs from the underprivileged communities.

TiE Interns: Children of CM's, student members, and other members can intern with companies of other members.

TiE Alums programme: A program for past participants of our TYE, TiE University and TiE Women programme to become members and stay engaged with TiE for mentoring and the possibility of being invested in.

Inter Chapter Collaboration

TiE Rajasthan and other TiE Chapters

To know about these programmes and for any Assistance & Guidance the Go To Charter Members are:

Ravi Modani - ravi.modani@121finance.com

Sharvik Shah - sharvik@rajeshmotors.com

Sheenu Jhavar - sheenujhavar@yahoo.com

Chirag Patel - patelchiragm67@gmail.com

23 Chapters of TiE situated in 15 Indian states are connecting entrepreneurs across the breadth and width of country. Likewise TiE Chapters in 61+ cities across international borders are connecting with each other to exchange ideas, transfer expertise and build newer connections.

TiE Rajasthan has recently connected with Chapter Leaders and Members of TiE Hyderabad, TiE Hubli, TiE Nagpur, TiE Amravati, TiE Surat, TiE Udaipur, TiE Coimbatore, TiE DC, TiE NY, TiE Delhi-NCR and TiE Deutschland (Germany) to name a few.

Inter Chapter collaboration has helped produce synergistic effects benefitting members, activities and programmes at chapters teaming up.

A) Knowledge Platforms

Chapter Leaders, Sectoral Experts and Senior Members are being invited by Indian and Global TiE Chapters to share insights and interact with their Members that besides strengthening collaboration between Chapters also helps cross pollination of ideas.

The poster is for 'TiE Talks [President's Series]' and features three speakers. At the top, logos for TiE Hyderabad, TiE Coimbatore, and TiE Rajasthan are displayed. The central text reads 'TiE Talks [President's Series]' with a globe icon. Below this, the speakers are introduced under the heading 'TiE PRESIDENTS' and 'IN CONVERSATION WITH'.

TiE PRESIDENTS	IN CONVERSATION WITH
 CHIRAG PATEL CEO KOOH Sports	 HEMALATHA ANNAMALAI Founder, Ampere Vehicles Chair, TiE Women
	 VIIVECK VERMA Founder, UpSurge Global Sr. Advisor, TSIC



Siddharth Agrawal, Past President,
TiE Rajasthan at TiE Coimbatore



Chirag Patel with
Members of TiE Surat

Beyond TiE Borders

Collaboration & Partnerships

To know about these programmes and for any Assistance
& Guidance the Go To Charter Members are:

Ravi Modani - ravi.modani@121finance.com

Sharvik Shah - sharvik@rajeshmotors.com

Siddharth Agrawal - siddharth@silkasia.in

Sheenu Jhavar - sheenujhavar@yahoo.com

TiE Rajasthan is reaching out to wider community of startups, entrepreneurs, institutes and organisations operating in the same ecosystem through events, programmes and collaboration platforms and strategic partnerships designed for deeper engagement.

1) Education



A) TiE Young Entrepreneurs

TYE is a Global Program run by TiE aimed at fostering future generation of entrepreneurs by teaching high school students (9th - 12th grade) the rewards and challenges of becoming an entrepreneur. In this 9 month program students learn through Masterclass Series, 1on1 Mentoring and B-plan.



Programme Chair: Ms. Sheenu Jhavar
Lead Educator: Mr. Chirag Patel



B) TiE Nxt

TiENxt is a special initiative of TiE Rajasthan for children of TiE Members or kids in their network in the age group of 13 - 21 years. The program is aimed at early exploration and understanding of entrepreneurship concepts by these young minds

Programme Chair: Ms. Sheenu Jhawar
Lead Educator: Mr. Chirag Patel



C) TiE EmpowHER

TiE EmpowHER is TiE Rajasthan's exclusive program for Women Entrepreneurs based out of Rajasthan. Created, supported and delivered by experts the program aims to back women entrepreneurs and bring women led businesses in early / revenue stage to the next level with multifaceted programmatic interventions.

The programme intends to ensure Women Founders' long term engagement with TiE and channelize mentors, domain experts, business linkages and investor connects into their way. The programme would also provide an opportunity to win Equity Free Prizes and access to the national network of investors.

2) Mentoring





A) Innocity Jaipur

Innocity Jaipur 'powered by TiE Rajasthan' is an accelerator programme encompassing incubation, mentoring and investment tracks leading to startup building, funding and growth. Being conducted by Startup Oasis (An initiative by CIIE-IIM Ahmedabad & Government of Rajasthan), Innocity is exclusively powered by TiE Rajasthan in Jaipur providing access to TiE Network of mentors, investors and business opportunities to eligible startups.

During the past 18 months, the participating startups have undergone 130+ programmatic interventions including Boosters, Pitch Sessions and 1 on 1 Mentoring Sessions. 4 startups have received external funding ranging from USD 20000 to USD 40000 (total funding amount USD 100000+)



B) Her & Now

This is an entrepreneurship support programme for women impacting women entrepreneurs who are into traditional businesses and face challenges that are distinct from a modern age startup founder. The programme is supported by German Agency for International Cooperation (GIZ) and being run by Startup Oasis in collaboration with TiE Rajasthan.

C) The Craft Catapult

The Craft Catapult accelerates craft start-ups working on technology facilitated disruptive solutions in the craft value-chain, to catapult India's craft eco-system. An initiative by Startup Oasis and supported by TiE Rajasthan, the programme offers business, design, marketing, technology, market access and funding opportunities to growth stage startups with direct or indirect livelihood impact. Two successful cohorts of The Craft Catapult conducted over 2018-20 have assisted 20+ startups.

D) WING- Women Rise Together

An initiative under Startup India programme of Department for Promotion of Industry and Internal Trade, Govt. of India to support women entrepreneurs across the nation which is been carried out by Startup Oasis in partnership with TiE Rajasthan in Rajasthan. The programme offers Incubation support, Acceleration support, Pitching opportunities for funding, Mentoring hours, Market connects, Piloting opportunities along with Prototyping Grant Opportunity up to INR 7 lakh (approx. USD 10,000) Commercialization and Growth Investment up to INR 25 Lacs. (approx. USD 35,000).

Beyond TiE Borders



E) WE Elevate

WE Elevate is one of its kind of an Accelerator programme for early stage- women led – startups. Mentoring support, focused networking opportunities, and access to investment form the core of the program.e. It's uniqueness lies in it being created, supported and delivered by entrepreneurs themselves to facilitate an early stage start up grow to the next level. <https://rajasthan.tie.org/we-elevate/>

F) TiE University Connect

TiE Rajasthan is proactively reaching out to educational institutes and Universities with e-cells and incubation centres with a long term engagement plan starting with Talk Sessions. The idea behind this effort is to inspire more and more startups and women, bring the hidden entrepreneur out, engage and support them with the TiE ecosystem. During the past few months global entrepreneurs Dharti Desai (NY), Smita Siddhanti (DC), Dipty Desai (CA) and Hemlatha Annamalai (SG) have interacted with Jaipur based 450+ aspiring student entrepreneurs in this series.

3) New and Upcoming Initiatives:

Enabling Inclusive Tech: TiE Rajasthan has signed a strategic partnership with Catalyst Atal Incubation Centre (AIC), promoted by KREA University-Chennai; to jointly work towards building a robust startup ecosystem in the field of 'Inclusive Tech' in Rajasthan. With this partnership, we aim to create a support ecosystem for tech entrepreneurs to help them build and scale inclusive tech innovations for artisanal communities of Rajasthan.

Foreign Market Access Programme: TiE Rajasthan is planning a joint Market Access Programme with BSE (formerly Bombay Stock Exchange) that aims to open up business opportunities for Indian Startups in UK and Ireland markets, offer mentoring, incubation, investment opportunities and facilitate public-listing.

Member Contribution



It is evident that TiE's underlying theme is encouraging nurturing, supporting, entrepreneurship, enable business and networking bridges between enterprises and entrepreneurs and disseminating information across several platforms and programmes.

TiE sees entrepreneurs as a source of energy, a role model with **'Ability to Contribute'** and **'Willingness to Give'**. Members have to be willing to invest time, energy, and resources to mentor budding entrepreneurs. They can encourage entrepreneurs to have courage, develop skills, cultivate knowledge and gather wherewithal to increase the odds of success.

We leave our members with a framework that illustrates how they can contribute to the greater cause of Fostering Entrepreneurship.

What you can do for TiE?	Why you should do for TiE?	How you can contribute to TiE?
BE VISIBLE Least you can do is be visible	SOLIDARITY Be advocates and represent TiE	<ul style="list-style-type: none"> • Make time by simply participating in events • Provide My Stories • Provide sponsorship
CONTRIBUTE Development of events and Programmes	NETWORKING Benefit from affluent network that contributes towards entrepreneurship	<ul style="list-style-type: none"> • Introduce qualified speakers • Interact with industry bodies • Be guest speakers • Enable sponsorship
ENGAGE Engage in delivering TiE programmes	RELEVANCE Improve profile, attract Like-minded people and make us more relevant.	<ul style="list-style-type: none"> • Undertake Master Classes • Conduct mentoring programmes • Mentor startups • Be Thought Leaders

Acknowledgements

We are grateful to everyone involved in the TiE Rajasthan journey. Thank you Naren Bakshi, Yogi Durlabhji, Rajesh Mundra, Ajay Data, Manuj Goyal for your stewardship and steadfast support.

We would not be here without Atul Kapur, Mahavir Sharma, Rajneesh Bhandari and Siddharth Agrawal.

Many of the Charter Members and Associate Members were generous with their time and thoughts and credit to Arun Pareek and Bhawal Jain for doing the right thing.

With Gratitude

Ravi Modani

President 2021-22

TiE Rajasthan



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